

MAY 25 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING FRIDAY, MAY 22, 1942
(See Calendar of May 18th for week-end dates previously announced.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>GIVEN BY</u>
Friday May 22 12:15 P.M. Luncheon	"AMERICAN DESIGN AWARD" LUNCHEON 5th Annual "American Design Award" Luncheon. Lord & Taylor will as usual bestow four awards of \$1,000 each to those designers who made outstanding contributions in the past year to the industries with which they are identified. The following speakers will make keynote addresses: Glenn L. Martin, pioneer aircraft designer and manufacturer; Francis Henry Taylor, Dir., Metropolitan Museum of Art; and Walter Hoving, Pres., Lord & Taylor. Luncheon, \$2.50. Open to public. Tickets from Lord & Taylor. Press by invitation. Publicity: Charles Nicolai, WI. 7-3300.	LORD & TAYLOR	WALDORF ASTORIA HOTEL
Beginning Friday May 22	SHOWING OF FIRST- AID TRAINING FILMS Timely series of color films designed to teach Civilian Defense workers the rudiments of emergency first-aid, planned and directed by outstanding surgeon and sponsored by Red Cross. Shown twice daily at 1 P.M. and 7:30 P.M. over period of 4 weeks. Special arrangements can be made for teachers and members of first-aid classes to attend. Admission: in groups from schools, adults, 23¢; children, 11¢; single individuals, 28¢. (tax included). Publicity: Michael Davidson, CI. 6-2075.	N.Y. MUSEUM OF SCIENCE & INDUSTRY	R.C.A. BUILDING 30 ROCKEFELLER PLAZA
Friday Evening May 22 7:30 P.M.	"RETURN OF THE BICYCLE" SALE Wide awake to the new importance of the bicycle in the life of all suburbanites, Franklin Simon will conduct a public sale of re-conditioned bicycles gathered by Ted Peckham, organizer of 1st N.Y. New Haven & Hartford Bicycle Train. The store will also formally open a bicycle parking lot as one of the new and important services to be rendered henceforth at Greenwich. Publicity: Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	GREENWICH STORE CONNECTICUT
Just Opened	NEW COTTON SHOP Jay Thorpe has just opened its new Cotton Shop. Décor consists of same fabrics that make up the Cotton Fashions now on sale. Prices range from \$5.95 to \$22.95 retail. Types include "round-the-clock" cottons for town and country. Publicity: Constance Hope, PL. 3-3390.	JAY THORPE INC.	24 WEST 57TH STREET
Now Showing	EXHIBIT OF PAINTINGS 50 original water colors painted by the artists of the art department of Cohn-Hall-Marx are now on view at the Company's downtown headquarters, offered for sale at moderate prices in order to raise funds for war relief, including U.S.O. All interested are invited to inspect these canvases.	COHN-HALL-MARX	93 FRANKLIN STREET
Sat.5/23 Saturday May 23	YALE-HARVARD BOAT RACE EXHIBIT OF HERBS FOR MEDIAEVAL HOUSEHOLDS An assemblage of rare and common herbs, all familiar to homes of the Middle Ages and many of them still in use today. Included are herbs for medicine; cooking; sweet savor, coloring and poison, with lively and enlightening descriptive tablets and labels. Publ.: Miss Merriam, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	HOUSATONIC, DERBY, CONN. THE CLOISTERS FORT TRYON PARK

WEEK BEGINNING MONDAY, MAY 25, 1942

FALL OPENING DATES, NEW YORK'S FASHION CREATORS

NOTE: Because you will find the listing of Fall Opening Dates more convenient to work with as a unit, we are grouping all these Opening Dates together instead of listing them chronologically as is our usual custom. These are the first comprehensive advance showings of new Fall fashions. Complete Fall Collections will not be ready generally until first week in July. As other Houses report their Opening Dates, FASHION CALENDAR will list them. (See following page for return to chronological listing of events from May 25th on.)

MAY 25

FOREMAN & SIDER, 1410 B'WAY
Mr. Nelson, WI. 7-6572.

FRIEDRICKS, HENRY & CO., 205 W. 39TH
10 A.M. Mr. Arthur Katz, PE. 6-8868.

GLENHUNT (BROWS-JACOBSON), 512 7TH
All day. No appt. necessary.

JANIS-CONRAD INC., 1400 B'WAY
All day. No appt. LA. 4-4856.

WESTHEIM, DAVID, 1400 B'WAY
New collection of wool dresses.

JUNE 1

CRYSTAL, DAVID, INC., 498 7TH
From 9:30 A.M. No appt. necessary.

DOLCES DRESSES INC., 550 7TH
From 9 A.M. No appt. necessary.

HALPERT, JOSEPH, 530 7TH
From 10 A.M. Rejean Reichman, WI. 7-7400.

INTERNATIONAL DRESS CO., 1400 B'WAY
All day long. No appt. necessary.

LEVINE, JOE DRESS CO., 1400 B'WAY
9 A.M. Nat Rolfe, LA. 4-1177.

MUFFET, MARY INC., 1400 B'WAY
All day. Mr. J.B. Irwin, LO. 3-5295.

JUNE 2

HORWITZ & DUBERMAN, 498 7TH
Jack Horwitz, LO. 5-7440.

LA RUE DRESSES, 550 7TH
All day. Herbert Solomon, WI. 7-1656

SCHNURER-CABANA, 1410 B'WAY
10 A.M. on. Mr. H. Schnurer, WI. 7-4070.

JUNE 15

DUKE, ANNA INC., 498 7TH AVE.
From 10 A.M. No appt. necessary.

JUNE 15 (Cont'd)

MIL-JAY INC., 530 7TH
10:30 A.M. No appt. necessary.

GINSBURG & ABELSON (YOUNG VIEWPOINT)
1400 B'WAY. No appt. necessary.
Alex Richlin, CH. 4-4131.

HERZOG, JACK & BRO., 530 7TH (ROBERTA, INC.)
10:30 A.M. No appt. necessary.

MONTE-SANO & PRUZAN INC., 21 W. 46TH
By appt. Vincent, Jr., BR. 9-8663.

JUNE 16

HANSEN BANG INC., 498 7TH
2 P.M. Ruth Hinds, BR. 9-4020.

NANTY INC., 36 W. 47TH
Misses' dinner & evening gown, all-silk
or 100% wool. From 10 A.M. LA. 4-4531.

TOWNLEY, 550 7TH
11 A.M. No appt. necess. Claire
McCardell, LO. 5-4285.

JUNE 24

CARNEGIE WHOLESALE, 711 FIFTH AVE.
By invitation. Josephine Hughes, WI. 2-2600.

SPORTSWEAR GUILD FALL OPENING DATES (To date.

JUNE 1 Others next week)

STAR-MAID DRESSES, 498 7TH
From 9:30 A.M. PE. 6-0444.

JUNE 2

ADLER & ADLER, 550 7TH
10:30 A.M., 2:30 P.M.,
Paul Adler, CH. 4-6630.

DAVIDOW, 550 7TH
From 10:30 A.M. PE. 6-6910.

GOODSTEIN, DAVID M., 550 7TH
From 10:30 A.M. By appt., LA. 4-2577.

KANE-WEILL, 498 7TH
10:30 A.M. and 2:30 P.M.

MUTUAL ROSENBLOOM, 498 7TH
10:30 A.M. and 2:30 P.M.

JUNE 4

NUDELMAN, CHAS., W., 550 7TH
10:30 A.M. and 2:30 P.M.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 25 12:30 P.M.	FALL FASHION FORECAST The Ready-to-Wear, Fabrics, Accessories, Millinery, and Cosmetic Divisions Luncheon of the Fashion Group will combine, at the May luncheon, in a forecast of Fall Fashions. Speaking for the various fashion divisions are: Ready-to-Wear, Helen Sisson, Montgomery Ward; Fabrics, Elsie M. Murphy, S. Stroock & Co.; Millinery, Maud G. Moody, Women's Wear; Accessories, Rachel Smith, Berkshire Knitting Mills; Cosmetics, Dorothy Tomlinson, J. Walter Thompson Co. Important to members and their trade associates, therefore members may bring as many guests as they wish. Luncheon, \$1.75 (incl. tip.) Reservations from CI. 7-1734.	FASHION GROUP, INC.	ASTOR HOTEL, BALLROOM B'WAY AT 45TH ST.
Monday May 25	FALL HAND-BAG COLLECTION	STYLE-ART HAND- BAGS, INC.	162 MADISON AVENUE
Monday May 26	1ST SHOWING: FALL HANDBAGS	DE CALSTRA	10 EAST 49TH STREET
Beginning Monday May 25	ANNUAL CONVENTION 3-day Convention featuring the "Inform-a-Show", an exhibit of industrial products. Donald Nelson, WPB Head will address Monday morning session on "Production Wins Battles". Price Administrator Leon Henderson will outline policies and purposes of OPA at Wed. A.M. session. Dr. Galbraith and David Ginsburg, both of OPA, will also speak at Wed. sessions. Open to members of Association and registered persons. Registration fee, \$10. For schedule consult George Renard, 11 Park Place, CO. 7-3677.	NATIONAL ASSOCIATION OF PURCHASING AGENTS	HOTEL WALDORF ASTORIA PARK AVE. AT 50TH ST.
Monday May 25 4:00 P.M.	SUMMER-TIME FASHION REVUE Bonwit Toller will present a gala Summer-Time Revue for the wives and daughters of the members of the National Association of Purchasing Agents attending their Annual Convention at the Waldorf Astoria this week. (See above.) Fashion show by invitation. Publ.: Viola Shefer, PL. 3-2117.	BONWIT TELLER	RAINBOW ROOM & GRILL ROCKEFELLER CENTER
Tuesday May 26 9:30 A.M. 1:00 P.M.	DECORATORS' CLUB ANNUAL INSTITUTE -Annual three-day Institute held daily from Tues., May 26th through Thurs., May 28th from 9:30 A.M. to 1 P.M., as intensive short course in DESIGNING, with emphasis on furniture, for professionally trained designers and decorators. All speakers will be outstanding authorities in their fields, among them, Robsjohn-Gibbings, Eugene Schoen, Reynaldo Luza and others. Tickets, \$4.50 for series; \$1.50 per morning. Press by invitation. For complete schedule, contact: Denise Abbey, Exec. Sec., WI. 2-6055.	DECORATORS' CLUB	745 FIFTH AVENUE
Tuesday May 26 12:45 P.M.	PRESS LUNCHEON: "VICTORY VICTUALS IN PRIORITY PACKAGES" Introducing "Victory Victuals in Priority Packages", at a luncheon built around foods re-packaged since the outbreak of the war, and foods which will play an important role in meal-planning for the duration. Packages and products will be exhibited before and after luncheon. Strictly by invitation of Bessie Beatty, ST. 9-4519.	BESSIE BEATTY, WOR & MODERN PACKAGING MAGAZINE	MISS BEATTY'S HOME 142 EAST 19TH STREET
Tuesday May 26 1:00 P.M.	PRESS LUNCHEON PREVIEW: ANNUAL EXHIBIT The New York School of Applied Design For Women will inaugurate its 50th Luncheon Annual Exhibition with a buffet luncheon and private preview for the Press	N.Y. SCHOOL OF APPLIED DESIGN FOR WOMEN	160 LEXINGTON AVENUE (CORNER 30TH STREET)

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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(Continued from preceding page)

on Tues., May 26th at 1 P.M. Work of students in all departments will be on exhibition. Open to public on following day, Wed., May 27th through June 5th. Press luncheon preview by invitation. Contact: Mrs. M. R. Robinson, CA. 5-2973.

Tuesday May 26 4:00 P.M.	PRESS PREVIEW: FALL FUR FASHIONS; "A. A." SIZES	ZIMMERMAN-SCHER, INC.	150 WEST 30TH STREET
	Jack Zimmerman, one of New York's outstanding fur fashion creators, will stage his first Press preview by way of launching his new "A. A." (Average American) Collection, an important departure in fur-sizing pioneered by Mr. Zimmerman long in advance of the recently released government figures defining the average American girl. Mr. Zimmerman will also present a streamlined revue of important developments in Fall Fur Fashion Trends. Strictly by invitation. Contact: Jack Zimmerman, PE. 6-9316.		
Tuesday Evening May 26 8:00 P.M. On.....	"THE ROUND-UP", A WILD WEST FIESTA	MADISON SQUARE BOYS' CLUB	PARK LANE HOTEL TAPESTRY ROOM AND GARDEN
	The Gardens of the Park Lane will be transformed into a moonlight prairie with camp fires, tents, chuck-wagons, and rangers, in a gala "Wild West Round-Up" staged for the benefit of the Madison Square Boys' Club. Supper at 8 P.M.; show goes on at 10 P.M. Admission, \$5 (incl. tax). Buffet Supper, \$2 extra. Publicity: Sally Broomell, VO. 5-5400.		
Tuesday Evening May 26 8:15 P.M.	LAST PROGRAM IN MUSEUM TELEVISION SERIES	METROPOLITAN MUSEUM OF ART AND C.B.S.	OVER TELEVISION STATION WGBW (15 VANDERBILT AVE.)
	The Metropolitan Museum of Art will present the final program in its stimulating educational series presented weekly over CBS Television Station WGBW based on and illustrated with the Museum's own "Arts in the Americas" collections. The program will be presented for the Museum by its Director, Mr. Francis Henry Taylor, who will discuss with Mr. Gilbert Seldes and other members of the CBS Television Staff, "The Museum and the Future". Television Publicity: Wil Marcus, WI. 2-2000.		
Wednesday May 27 1:00 P.M. Luncheon	2ND BELMONT LUNCHEON FASHION REVUE	RUSSEKS FIFTH AVENUE	BELMONT PARK ELMONT, LONG ISLAND
	Russeks Fifth Avenue will preview the "Summer Scene, 1942" at the gala Wed. Fashion Luncheon on the Terrace of the Belmont Clubhouse. Open to public. Luncheon, \$1.25. Proceeds to Navy Relief Society. Press by invitation. General admission (grand stand) \$1.50 (incl. tax). Clubhouse, \$4. Russeks Publ.: Beatrice Castle, WI. 7-1900. Belmont Fashion Publ.: Joan Becker, Fieldstone 3-8600.		
Thursday May 28 12:30 P.M. Luncheon	PRESS LUNCHEON PREVIEW: NEW PAHLMANN ROOMS	LORD & TAYLOR	EXECUTIVE DINING ROOM 11TH FLOOR
	Press luncheon to lift the curtain on the new Pahlmann Rooms at Lord & Taylor. Strictly by invitation. Publicity: Mr. Charles Nicolai, WI. 7-3300.		
Thursday Evening May 28 7:00 P.M.	FASHION SHOW: BEACH CLOTHES; PLAY CLOTHES; AND COTTONS	MARTIN'S	501 FULTON STREET, B'KLYN BEACH SHOP, 3RD FLOOR
	Martin's will anticipate the Decoration Day weekend with a gala fashion show of Beach Clothes, Play Clothes, and Summer Cottons, presented in their 3rd floor Beach Shop. Open to Press and public. Publicity: Helen Reed, TR. 5-3100.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 31- June 7	METROPOLITAN JUVENILE STYLE MARKET Following last year's successful Metropolitan Juvenile Style Mart, 35 manufacturers of Infants', Children's and Junior Wear will show their new Fall lines as a group in the New Yorker Hotel. For further information, contact: Mr. Moe Goldblatt, Derby Sportswear, Chairman, Publicity and Membership Committee, WI. 7-4520.	35 MANUFACTURERS OF JUVENILE APPAREL	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Monday June 1 9:30 A.M. Breakfast	PRESS BREAKFAST PREVIEW: NEW FUR COLLECTION Arnheimer will present to the Press a preview of their Fur Collection for 1942-43. Presentation will be followed by Press breakfast. Strictly by invitation. Publicity: Anna T. Moore, LA. 4-6450 or ST. 9-6000.	ARNHEIMER INC.	345 SEVENTH AVENUE
Monday June 1 Through June 18	INVENTORS' SHOW The American Hobby Federation (330 W. 42nd St.) is organizing an Exposi- tion to help Inventors bring their ideas to the attention of the public and to manufacturers. No charge for space in show or for admission. (The work of the organization is purely educational.) For further information, contact: Mr. Erwin M. Frey, Pres. of Fed., LE. 2-3488.	AMERICAN HOBBY FEDERATION	SACH'S AUDITORIUM 35TH ST. AT 8TH AVE.
Tuesday June 2	1ST SHOWING: NEW FALL FUR COLLECTION Showings at 10 A.M. and 2 P.M. daily from June 2nd on. Press by invita- tion. Contact: Mr. Arthur Schwartz, LA. 4-2751.	SCHWARTZ & BLUESTEIN	345 SEVENTH AVENUE
Tuesday June 2 3:00 P.M.	PRESS PREVIEW: FALL QUALITY FUR COLLECTION Mr. De Leo, eminent fur designer, will present to the members of the Fashion Press a new Fall Fur Collection geared to the times both in ideas and costs. By invitation. First Trade showing, Wed., June 3rd at 10 A.M. Publicity: Zanville Diamond, PL. 3-5252.	J. DE LEO	130 WEST 30TH STREET
Tuesday June 2 4:00- 6:00 P.M.	FASHION SHOW AND TEA For the wind-up of their course in "Fashion Show Technique", the students of the Tobé-Coburn School For Fashion Careers will present a Tea-Time Fashion Revue for parents and friends. All costumes by courtesy of Frank- lin Simon. Entire presentation planned and staged by the students them- selves. By invitation. Contact: Katherine Reardon, PL. 3-0773.	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	1 WEST 57TH STREET
Wednesday June 3 11:00 A.M.	PRESS PREVIEW: FALL HAT COLLECTION Braagaard will present his new Fall Hat Collection to members of the Fash- ion Press. Strictly by invitation. Publicity: Ruth Hawthorne Fay, LO. 3-5770.	BRAAGAARD	17 WEST 57TH STREET
Wednesday June 3 3:00 P.M.	BENEFIT SUMMER FASHION SHOW Lord & Taylor will put on a huge summer fashion show for the benefit of (Weather the Red Cross, on one of Manhasset's most beautiful estates which will be permitting) opened to the public for the first time in its history. Admission \$1.10. Press (by invitation) will be whisked from New York to Manhasset and back in a fleet of cars leaving Lord & Taylor's 38th Street entrance promptly at 2 P.M., weather permitting. If not, party will be postponed to next clear day. Publicity: Eleanor Howard, WI. 7-3300.	LORD & TAYLOR MANHASSET	GRACE ESTATE MANHASSET, LONG ISLAND

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 3 4:00 P.M.	PRESS PREVIEW: FALL AND WINTER COLLECTION Press preview of McMullen's Fall and Winter Collection, stressing sports clothes and back-to-school fashions. Strictly by invitation, to magazine editors. Collection opens to Trade on following day, Thurs., June 4th, from 10 A.M. on. McMullen will <u>not be able</u> to grant requests for invitations to Press preview. Publicity: Miss Abigail Johnson, MU. 3-9560.	McMULLEN COMPANY	475 FIFTH AVENUE
Wednesday Evening June 3 7:00 P.M.	DINNER AND HOSIERY SEMINAR A huge dinner meeting for discussion of immediate future of stockings made of synthetic yarns, held under auspices of American Association of Textile Technologists and open to all interested. Admission, \$1.40 per person. Tickets at door. For further information, Miss Bronner, CO.5-7300, ext. 143.	AMERICAN ASSOC. OF TEXTILE TECHNOLOGISTS	2 PARK AVENUE 26TH FLOOR
Thursday June 4 Through June 13 9 A.M. - 9:30 P.M. 9-5 Sats.	19TH ANNUAL EXHIBIT OF STUDENT WORK The Traphagen School of Fashion will present its Annual Exhibit of the work of Day and Evening students. Fashion Drawing, Illustration and Design, Clothing Construction, Patternmaking, Grading and Draping (including costumes conforming to WPB rulings). Also Textile and Interior Decoration, Window and Fashion Display, Fashion Writing and Reporting. Press and public invited. For further information: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Thursday June 4 12:45 P.M. Luncheon	5TH ANNUAL GRAD- UATION LUNCHEON The Tobé-Coburn School For Fashion Careers will stage its 5th Annual Graduation Luncheon on the Pierre Roof. Assemblage at 12:45 P.M. Luncheon, promptly at 1:00. Graduates will be addressed by Mr. Fred Lazarus, Jr., V.P. The F. & R. Lazarus & Co., and Chairm. of Retailers Advisory Committee, Washington, D.C. By invitation. Contact: Katharine Reardon, PL. 3-0773.	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	PIERRE ROOF 5TH AVE. AT 61ST ST.
Monday June 8 4:00 P.M. (Tentative)	PRESS PREVIEW: NEW FALL COLLECTION To suit the tenor of the times, Harry Collins, custom dressmaker, long known for quality fashions, will present a new Fall Collection that will not only include Custom-Order Originals but also models for the Trade, beginning at \$39.75 wholesale, a radical price departure for this House. Mr. Collins will also introduce a new and revolutionary, completely rubberless girdle which will soon be available to stores. Collection opens to Trade on Tues., June 9th. Monday Press preview by invitation. Contact: Mr. Alexander Gasser (recently associated with Mr. Collins for the development of these new departments) PL. 3-0925.	HARRY COLLINS	647 FIFTH AVENUE
Tuesday June 9 4:00 P.M.	COCKTAIL PARTY FASHION SHOW Bundles For America will dramatize the work of its Salvage Sewing Centers in a cocktail fashion revue. All costumes will be made of salvaged clothes (old clothes, shirts, etc. donated to Salvage Centers throughout the country. New York has one in garment center at 500 7th Ave.). Celebrities will model. Five best costumes will be taken to Washington to be exhibited. Admission, Ballroom floor, \$1.50; Balcony, 60¢ (including cocktails and canapés). Press by invitation. Publicity: Billie Gould, LE. 2-6962.	BUNDLES FOR AMERICA	ASTOR HOTEL GRAND BALLROOM

DATEWHAT'S GOING ONGIVEN BYWHERE

Trends. Strictly by invitation to Buyers, Merchandise Executives, and members of the Fashion Press. Publ.: Bureau of Fashion Trends, WI. 7-7476.

Monday June 15 Through June 18	FIRST SHOWING, FALL HAT FASHION TRENDS Three leading milliners, Lilly Daché, John-Frederics, and Sally Victor, have joined forces to form Millinery Fashion Inspiration Inc., for the purpose of launching hat fashion trends to stimulate and stabilize millinery fashions throughout the country. Three-day trade showing of this collection begins June 15th, at Waldorf Astoria Hotel. Millinery manufacturers and one designer may see collection privately for \$100, including right to copy one hat on exclusive basis until August 15th. Additional models, \$50 each. Adaptations may not be delivered until after July 14th, (date of big Fall Millinery Show held annually by Millinery Stabilization Commission). Hats will be labeled. The three Creators will follow through on trends in their own collections for their private clientèle, to further establish and publicize the new silhouettes throughout the country. For further information, Seymour Mittelmark Inc., 33 W. 42nd St., PE. 6-7494.	MILLINERY FASHION INSPIRATION INC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday June 17	STADIUM CONCERT SERIES OPENS	LEWISOHN STADIUM	138TH ST. AT AMSTERDAM
Wednesday June 17	FREE BAND CONCERTS BEGIN	GOLDMAN BAND	CENTRAL PARK, NEW YORK; PROSPECT PARK, B'KLYN
Thursday June 18 4:00- 6:00 P.M.	PRESS PREVIEW: "BACK- TO-SCHOOL" PAJAMAS Miss Swank's annual Press preview of "Back-to-School" pajama fashions, proving that WPB frowns on frills and furbloves have not affected the chic and charm of this Fall Collection. By invitation. Publ.: Joyce Hirshon, BR. 9-9350.	MISS SWANK	WALDORF ASTORIA HOTEL PALM BAR
Beginning Monday June 29	1ST SESSION OF NEW COURSE The insistent demand of stores for good promotional material for replacements in their executive staffs has led the Tobé-Coburn School For Fashion Careers to inaugurate a new schedule, beginning June 29th, ending March 19th, and including a Summer and Winter term in the School, plus work in the New York stores during the Fall and Christmas season. For further information, contact: Registrar, Helen Fauver, PL. 3-0773.	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	1 WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 29	RETAIL FASHION MERCHANDISING COURSE A streamlined course in retail fashion merchandising to train young women to replace junior retail executives drafted into military services or war industries. Course begins on June 29th, ends on March 19th and includes employment period in retail stores. For cost and further information, contact: Maxwell F. Marcuse, Director, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET
Beginning Monday July 6	NEW FALL HAND-BAG COLLECTIONS OPEN <u>JULY 6</u> NAT LEWIS PURSES, 135 MADISON	<u>JULY 7</u> HARRY ROSENFELD, INC. PICHEL, INC.	135 MADISON AVE. 14 E. 33RD ST.
Monday July 13	OFFICIAL OPENING: FALL CORSET AND BRASSIÈRE MARKET WEEK The Corset & Brassière Association of America and the Associated Corset & Brassière Manufacturers are considering a clinic during market week, to permit manufacturers and retailers to get together to solve the many serious problems confronting the industry during this emergency transition-period. Details later, as plans are established.		
Tuesday July 14	FALL MILLINERY FASHION SHOW The big annual Fall Millinery Fashion Show staged by the Trade Promotion Committee of the Millinery Stabilization Commission. Held earlier this year in effort to overcome anticipated transportation difficulties this fall. Net proceeds of show to go to Army and Navy Relief. Admission and list of exhibitors in later issue of FASHION CALENDAR. Publicity: Margery Hartmann, MSC, CH. 4-6547.	MILLINERY STABILIZA- TION COMMISSION	HOTEL ASTOR B'WAY AT 45TH ST.

PLEASE NOTE!

Stores and magazines wishing to cover the more important Out-of-Town Markets, have asked us to list Out-of-Town Fall Opening dates.

May 30-6/5...Morrison Style Exhibitors, Hotel Morrison, Chicago, Illinois
 June 1 ...Fall Openings, St. Louis Fashion Creators, St. Louis, Mo.
 June 1 ...Advance Fall Openings, Style Creators of Chicago, Morrison
 June 1 ...23rd Annual Shoe Fair, N.E. Shoe & Leather Assoc., Boston
 June 1 ...Advance Fall Openings, Women's, Children's, Infants' Wear
 & Accessories Mfrs., Merchandise Mart, Chicago, Illinois
 July 5 ...Chicago Fall Wash-Apparel Week, Palmer House, Chicago, Ill.
 July 12-15 ...Los Angeles Fall Fashion Openings, Biltmore Hotel
 July 18 ...Ft. Worth Fall Markets, Hotel Texas, Ft. Worth
 July 19 ...Annual Fall Showing, American Fashion Assoc., Dallas, Texas
 July 19 ...San Francisco Fall Apparel Market, San Francisco, Calif.
 July 19-22 ...Los Angeles & San Francisco Fall Millinery Markets
 July 20 ...Twin Cities Apparel Market, Minneapolis & St. Paul
 July 27 ...Regular Fall Market, Style Creators of Chicago, Chicago, Ill.
 July 27 ...St. Louis Fall Market, American Retailers Assoc., St. Louis
 Aug. 2 ...Fall Millinery Market Week, L.A. & San Francisco M'lln'y Guilds
 Aug. 2-5 ...Boston Merchandise Mart, Hotel Touraine, Boston, Mass.

DATES AHEAD

May 30 MEMORIAL DAY (Saturday)
 June 14 FLAG DAY (Sunday)
 June 21 FATHER'S DAY (Sunday)
 June 21 1ST DAY OF SUMMER (Sunday)
 July 4 INDEPENDENCE DAY (Saturday)
 Sept. 7 LABOR DAY (Monday)
 Sept. 12 1ST DAY OF JEWISH NEW YEAR (Sat.)

RED LETTER WEEKS

May 23-30 NATIONAL TENNIS WEEK
 June 8-13 NATIONAL LUGGAGE WEEK
 June 22-27 NATIONAL SWIM-FOR-HEALTH WEEK
 Sept. 14-19 N.R.D.G.A. DEMONSTRATION
 Sept. 20-26 NATIONAL DOG WEEK
 Oct. 2-12 NATIONAL BRANDS WEEK
 Oct. 4-10 NATIONAL BUSINESS WOMEN'S WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Saturday....PREMIERE: "KIPS" (Cinema) LITTLE CARNEGIE PLAYHOUSE, 146 W. 57TH ST.
May 23 English film directed by Carol Reed, and starring Diana Wynyard and Michael Redgrave, based on novel by H.G. Wells about a humble fellow who suddenly found the world at his feet. Contact: CI. 6-1365.
- Saturday....REGULAR ENGAGEMENT OF "SHIPS WITH WINGS" (Cinema) RIVOLI THEATRE, B'WAY AT 49
May 23 Following the private premiere of "Ships With Wings" at the Normandie Theatre, this important film, released by United Artists, will open at the Rivoli with John Clements, Leslie Banks, Jane Baxter, Ann Todd and Basil Sydney. Many scenes were filmed aboard the air-craft carrier, "Ark Royal". Publicity: Tess Michaels, BR. 9-7300.
- Monday.....PREMIERE: "ALL THE COMFORTS OF HOME" LONGACRE THEATRE, 220 W. 48TH ST.
May 25 William Gillette comedy of the Gay 90's revised by Helen Jerome (originally produced in N.Y. with Maude Adams), featuring Dorothy Sands, Nicholas Joy and Celeste Holm. Produced by Edith C. Ringling. Costumes by Paul du Pont. Publicity: Mollie B. Steinberg, BR. 9-1962.
- Wednesday...PREMIERE: "TAKE A LETTER DARLING" (Cinema) PARAMOUNT THEATRE, B'WAY AT 44TH
May 27 Paramount comedy co-starring Rosalind Russell and Fred MacMurray. Miss Russell's clothes by Irene. Publ.: Aileen St. John Bremon, CH. 4-7040.
- Thursday....WORLD PREMIERE: "YANKEE DOODLE DANDY" (Cinema) HOLLYWOOD THEATRE, 1655 B'WAY
May 28 One of Warner Brothers biggest productions, based on life of George M. Cohan. Starring James Cagney, supported by Walter Huston, Richard Whorf and Joan Leslie. Costumes by Milo Anderson. Warner's is contributing World Premiere to War Bond Sales Drive. Best seats will be sold for War Bond pledges of \$25,000 apiece. Other seats scaled to gross \$5,000,000 for the Government. Many notables will attend. Publ.: Eve Siegel, CI. 6-1000.
- Thursday....PREMIERE: "BROADWAY" (Cinema) CAPITOL THEATRE, B'WAY AT 51ST ST.
May 28 or Universal's re-make of the hit play and movie, "Broadway", starring George
June 4 Raft, Pat O'Brien and Janet Blair. Costumes by Vera West. Publicity:
(Tentative) Maurice Bergman, CI. 7-7100.
- Friday.....NEW EDITION OF "KEEP 'EM LAUGHING" 44TH ST. THEATRE, W. 44TH ST.
May 29 The new edition of "Keep 'Em Laughing" will headline Paul and Grace Hartman, dance-satirists, co-starred with Gracie Fields. Publicity: C. P. Greneker, CI. 6-9500.
- Wednesday...PREMIERE: "ALL'S FAIR" SHUBERT THEATRE, 225 W. 44TH ST.
June 3 New Rodgers and Hart musical produced by Dwight Deere Wiman, Richard Rodgers and Richard Kollmar, with Ray Bolger and Constance Moore in leading roles. Costumes by Irene Sharaff. Publ.: Tom Weatherly, BR. 9-4064.
- Friday.....PREMIERE: "JUKE GIRL" (Cinema) STRAND THEATRE, B'WAY AT 47TH ST.
June 5 Warner Brothers picture starring Anne Sheridan with Ronald Reagan and Richard Whorf. Clothes by Milo Anderson. Publ.: Eve Siegel, CI. 6-1000.
- Week of.....PREMIERE: "FREE AND EQUAL" ???
June 15 John Golden's new comedy production of George O'Neil play starring James Barton. Supervised by Philip Dunning. Publ.: Bernard Simon, BR. 9-6996.
- Week of.....ED WYNN'S VAUDEVILLE SHOW ALVIN THEATRE, 250 W. 52ND ST.
June 15 In it will be Smith & Dale; Senor Wences, Jane Froman and Red Donohue, among others.
- Thursday....TENTATIVE OPENING DATE: NEW ICE SHOW CENTER THEATRE, 6TH AVE. AT 50TH ST.
June 25 Presented by Sonja Henie and Arthur M. Wirtz.
- ????.....PREMIERE: "MRS. MINIVER" (Cinema) RADIO CITY MUSIC HALL, 6TH AT 50TH ST.
MGM dramatization of Jan Struther's novel of English life, co-starring Greer Garson and Walter Pidgeon, with Teresa Wright, Dame May Whitty, Reginald Owen, Henry Travers and Richard Ney in supporting cast. Directed by William Wyler. Publicity: Art Schmidt, BR. 9-7800.